

Serial No.: 10/073,842
Art Unit: 2623

Please amend the claims as follows:

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1-104. (Canceled)

105. (Currently amended) A method implemented by a television set-top terminal (STT) configured to provide television programs and a viewer's preference for advertisement categories, the method comprising:

~~configuring a memory in the STT to store the viewer's preference for advertisement categories;~~

receiving by a tuner in the STT at least one television program;

outputting to a television by the STT the at least one television program;

~~providing a first selectable option for the viewer's preference for advertisement categories;~~

outputting to a television by the STT a graphical user interface (GUI) that comprises a menu having a plurality of viewer selectable advertisement categories, said plurality of viewer selectable advertisement categories including a first advertisement category and a second advertisement category that is different from the first advertisement category;

receiving by the STT a first viewer input corresponding to the first advertisement category and a second viewer input corresponding to the second advertisement category;

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responsive to receiving the first and second viewer inputs, storing the first and second advertisement categories in the memory of the STT configured to store the viewer's preference for advertisement categories; outputting to the television by the STT an advertisement based on the viewer's preference for stored advertisement categories, wherein the advertisement is output by the STT at a future time during an interruption in the presentation of the at least one television program being output by the STT.

06. (Currently amended) The method of claim 105, wherein the first and second advertisements are received by the STT from a remote server after the STT receives the first and second user-viewer inputs.

07. (Canceled)

08. (Previously Presented) The method of claim 105, further comprising:
outputting the first and second advertisements to a television only during time periods that were defined prior to receiving the first and second viewer inputs.

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109. (Previously Presented) The method claim 105, further comprising:
receiving by the STT a third viewer input responsive to a request by the STT for
the third viewer input during the presentation of at least a portion of at
least one of the first and second advertisements.
110. (Previously Presented) The method of claim 105, wherein the second advertisement
is output to the television during interruptions of the presentation of a television programs
having predetermined program categories.
111. (Previously Presented) The method of claim 105, wherein the first and second
advertising categories are subcategories that correspond to respective broader categories.
112. (Previously Presented) The method of claim 105, further comprising:
storing the first and second advertisements in the STT.
113. (Previously Presented) The method of claim 105, further comprising:
deleting at least one of the first and second advertisements from the STT after a
corresponding predetermined expiration time.
114. (Previously Presented) The method of claim 105, further comprising:
deleting at least one of the first and second advertisements from the STT
responsive to determining that said at least one of the first and second
advertisements has been viewed at least a predetermined number of times.

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115. (Previously Presented) The method of claim 105, further comprising:

determining by the STT a number of times that at least one of the first and second advertisements has been viewed responsive to receiving viewer inputs while the STT is outputting said at least one of the first and second advertisements.

16 - 121. (Canceled)

122. (Currently amended) A television set-top terminal (STT) system~~method implemented by a television set-top terminal (STT)~~, comprising:

STT logic configured ~~configuring~~ the STT to receive a first plurality of advertisement data components corresponding to respective advertisements, each advertisement being corresponding to a respective advertisement category in a first plurality of advertisement categories; to output ~~outputting~~ to a television by the STT a graphical user interface (GUI) that comprises a menu having a plurality of selectable advertisement categories, wherein the first plurality of advertisement categories include the plurality of selectable advertisement categories; receive ~~receiving~~ by the STT a plurality of viewer inputs respectively corresponding to viewer selected advertisement categories; selections made from the menu having the plurality of selectable advertisement categories, wherein the are provided by a viewer of the television; responsive to receiving the plurality of viewer inputs, storing ~~store~~ in a memory of the STT the viewer-selected

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advertisement categories; and after receiving the plurality of viewer inputs, ~~receiving receive~~ by the STT advertisement data components corresponding exclusively to respective advertisements corresponding to the viewer selected advertisement categories.

123. (Currently amended) The ~~method system~~ of claim 122, wherein the STT logic is further comprising: configured to outputting output the respective advertisements corresponding to the viewer-selected advertisement categories to the television at intermittent future times.
124. (Currently amended) The ~~method system~~ of claim 123, wherein the STT logic is further configured to output to the television respective advertisements corresponding with the viewer-selected advertisement categories are output to the television during respective interruptions of television programs.
125. (Currently amended) The ~~method system~~ of claim 124, wherein the STT logic is further configured to output to the television advertisements are output to the television only during interruptions of television programs having predetermined program categories.
126. (Currently amended) The ~~method system~~ of claim 122, wherein the STT logic is further configured to further comprising: deleting delete the advertisement data components from the STT after a predetermined expiration time.

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127. (Currently amended) The method-system of claim 122, wherein the STT logic is further configured to further comprising: deleting delete each of the advertisement data components from the STT responsive to determining that the respective corresponding advertisements has been viewed at least a predetermined number of times.

128. (Currently amended) A method implemented by a television set-top terminal (STT), comprising:

outputting to a television by the STT a graphical user interface (GUI) that comprises a menu having a plurality of viewer-selectable advertisement categories;

receiving by the STT a plurality of viewer inputs respectively corresponding to viewer-selected advertisement categories from the plurality of selectable advertisement categories, wherein the user-viewer inputs are provided by a viewer of the television; and

responsive to receiving the plurality of user-viewer inputs, outputting to the television by the STT a plurality of advertisements—commercials respectively corresponding to at least one of the viewer-selected advertisement categories.

29. (Currently amended) The method of claim 128, wherein the plurality of commercials advertisements are received by the STT from a remote server after receiving the plurality of user-viewer inputs.

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130. (Currently amended) The method of claim 128, wherein the plurality of commercialsadvertisements are output to the television at intermittent future times.

131. (Currently amended) The method of claim 130, wherein the plurality of commercialsadvertisements are output by the STT to the television during respective interruptions in television programs being output by the STT.

132. (Currently amended) The method of claim 131, wherein the plurality of commercialsadvertisements are output by the STT to the television only during interruptions of television programs having predetermined respective types.

33. (Currently amended) The method of claim 128, wherein the plurality of commercialsadvertisements output by the STT correspond exclusively to commercialsadvertisements respectively corresponding to at least one of the viewer-selected advertisement categories.

34. (Newly added) The method of claim 105, wherein the advertisement comprises a commercial.

35. (Newly added) The method of claim 105, wherein the menu further comprises selectable advertisements.

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136. (Newly added) The system of claim 122, wherein the advertisements comprise commercials.

137. (Newly added) The system of claim 122, wherein the menu further comprises selectable advertisements.

138. (Newly added) The method of claim 128, further comprising outputting to the television by the STT a plurality of advertisements.

139. (Newly added) The method of claim 128, wherein the menu further comprises selectable commercials, selectable advertisements, or a combination of selectable commercials and selectable advertisements.

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